

**MINUTES OF THE BOARD OF DIRECTORS
HOLLYWOOD PROPERTY OWNERS ALLIANCE
Thursday, July 19, 2012
Taft Building Conference Room
1680 N. Vine St., Suite 802**

Directors Present	Monica Yamada, Treasurer	CIM Group, LP
	Don Mushin, Secretary	Toyota of Hollywood
	Greg Beck	Champion Real Estate
	Chris Bonbright	Whitley Court Partners
	David Green	Nederlander Organization
	John Lyons	Avalon Hollywood/Bardot
	Jan Martin	AMDA
	Thaddeus Smith	The Music Box Theater
	Tej Sundher	Hollywood Wax Museum
	Lee Rierson	Shine America
Directors Absent	Frank Stephan, President	Clarett West Development
	Linda Bybee, Vice President	Metro
	Charlie Colletta	HEI, LLC
	Michael Gargano	Argent Ventures, LLC
	Captain Beatrice Girmala	LAPD- (Ex-officio Member)
	Leron Gubler	Hollywood Chamber - (Ex-officio Member)
	Galo Medina	Comprehensive Financial Services
	Mitch O'Farrell	(Ex-officio Member)
	Ron Radachy	Oasis of Hollywood
	John Tronson	Tronson Investment Group
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Joe Mariani	HPOA
	Devin Strecker	HPOA
Guests	Jacqueline Berman	HPOA Intern
	Leslie Blumberg	property owner
	Cary Brazeman	candidate for Controller
	Joe Wall	HPOA Intern

I. Call to Order

The meeting was called to order by Board Treasurer Monica Yamada at 4:07 p.m.

II. Open Forum

Thad Smith introduced the owner of the Fonda Theatre, Leslie Blumberg. Cary Brazemen, candidate for City Controller, introduced himself and discussed his campaign.

III. Approval of Minutes

It was moved by **Don Mushin**, seconded by **Tej Sundher** and CARRIED to approve the minutes from the Board's June 21, 2012 meeting. Unanimously approved.

IV. Treasurer's Report

A. Approve Treasurer's Report for May 31, 2012: Monica Yamada reviewed the financials through June 30, 2012. Yamada reported that the variance in the security line item resulted from a series of Andrews International invoices that have not been sent to the office yet. The company was purchased by another company and some of the administrative functions are not running seamlessly yet.

It was moved by **Thad Smith**, seconded by **Tej Sundher** and CARRIED to approve the June 30, 2012 Treasurer's Report. Unanimously approved.

V. New Business

A. Report from exploratory meeting with Guggenheim Securities re/ potential parking district or joint powers authority in Hollywood: Morrison reported that John Given, CIM Group, had initiated some brainstorming discussions around a proactive approach to form a parking district or entity to protect public parking in Hollywood, in the wake of the P-3 proposal which was advanced by the city two years ago, but ultimately defeated by strong community opposition. An initial meeting was set up with representatives from Guggenheim Securities. The meeting took place at the Chamber of Commerce on July 11, where representatives from the Chamber, BID, and several businesses met with Dan Gangwish from Guggenheim to look at ways to privatize public assets – whereby the parking lots would be owned municipally but managed privately. The idea is to eventually bring the proposal to Councilmember Garcetti. The next step will be to further explore scenarios on how ownership would work (e.g., a parking authority or a municipal corporation); the group's job now is to gather the right people for this. Greg Beck, John Tronson, David Green, John Lyons and Chris Bonbright have volunteered to serve on the committee. Green stated that we need to stay out front and be prepared on this issue. Bonbright said he felt it was a good meeting. Morrison said she will update the board with the next meeting date and location.

VI. Committee/Activity Reports

A. Streetscape

1. Community Plan: MacPherson said that several legal challenges have been filed against the Hollywood Community Plan even though the Plan formally goes into effect on August 6, 2012. No further information has been provided by the City Planning Department thus far.

2. Status of potential transfer of MTA landscape grant funds to HPOA: MacPherson reported that the State Oversight Board of the CRA may allow the transfer of approximately \$2.25M in MTA Call for Project funds, to a designated city department and ultimately the HPOA. The city's oversight board recently approved the transfer, however the transaction must be approved by the State Oversight Board and then the Department of Finance. If approved, the funds would pay for some landscape improvements and street furniture within the BID, as well as a portion of Sunset Blvd. near Hollywood High School. HPOA Staff is presently working with the Mayor's Office on advocating for the funds and identifying a city department that is willing to serve as the oversight manager.

3. Progress on Walk of Fame repair project: MacPherson stated that construction is scheduled to begin in front of Hollywood and Highland in early September. Other phases, including Vine and Sunset and the Crossroads Project Area (from McCadden to Cherokee) have yet to be scheduled, but are in queue.

4. City Council commendation to Clean Street Employees – July 24 at City Hall: Councilmember LaBonge will be honoring the Clean Street employees during special comment at City Hall on July 24th. Board members are welcome to attend.

B. Security Committee

1. Civil Sidewalks: With regards to the **Tour Bus Working Group**, the group is coming up with guidelines for tour bus operators. A draft of suggested policies was included in the meeting packet. HPOA intern Joe Wall reported findings from his research, where he found that there are over 30 buses and kiosks currently operating along Hollywood Blvd. According to the municipal code, there is an exemption for tour bus operators, as no one else is allowed to conduct business on the sidewalk. Wall recommends removing the exception from the municipal code. The group is also working on the creation of parking and staging areas for tour buses off Hollywood Blvd., similar to the MTA staging area for their buses on Hawthorne. Lyons asked if there is currently a model that we would like to follow; Wall said we would like to require the tour bus operators to have a physical storefront, rather than a kiosk set up on the sidewalk. He said there should also be a system in place for consumers to be able to lodge complaints or voice concerns. Morrison referred to the draft in the packet of the policies, which would professionalize the industry. The group will be asking the city attorney if there is any reason to leave the exception in the municipal code, or if it can simply be removed.

The **Character Enforcement Working Group** had a meeting last week with LAPD and the city attorney; the group also discussed issues related to music CD vendors. The city attorney asked for a "top 10" offenders list with help from Hollywood & Highland. A test case was given to the city attorney back in May but they dropped the ball. As a result, the tension was high at the meeting, and the city attorney ended up leaving the meeting. This week, LAPD ran a task force with 18 officers, resulting in the arrest of three CD vendors.

2. Valet Ordinance: Morrison reported that progress is being made, thanks to Marcel Porras at CD13. There will be a focus group meeting tomorrow at City Hall, walking through the

proposed ordinance with valet companies. The ordinance will then move on to the Public Safety committee of city council.

3. Public safety camera update: Mariani stated that the \$800 expenditure to move the camera monitors in the LAPD station was approved last month. Metro Video, the vendor, will be moving the monitors to the detectives' room; we are only paying for the supplies, not the labor. The job should be done within 10 days, after which the committee will tour the new camera room.

4. Unite Here campaign against Hollywood and W: Morrison reported that Unite Here, the labor union for hotel workers, has been in negotiations with the W Hotel. They have plastered signs throughout Hollywood (reading "Hollywood Buyers Beware") in an attempt to scare off potential buyers of the W residences. Their purpose is to apply pressure in negotiations with the hotel. Concerns have been expressed to the council office that the actions represent vandalism (of public utility boxes that Clean Street has to clean up) and also paints a negative picture of Hollywood's crime situation to the public, based upon misleading statistics.

5. Subcommittee: Meeting re/ deployment of BID security at night, and night-time public safety issues: The topic of night-time security has been raised by several nightclub representatives, and the LAPD. John Lyons reported that this was a topic of discussion at a recent CPAB Nightclub Committee meeting. Morrison said a subcommittee has been scheduled to meeting on July 26 to brainstorm how to approach this issue. Any board member is welcome.

6. Lavan vs. LA injunction: Morrison reported that 2 weeks ago the LA Times ran a story about this matter and she is very concerned about a city-wide, permanent injunction. In this case, city workers are enjoined (by the Ninth Circuit Court) from picking up personal belongings (even if they appear abandoned) in the public right-of-way in Skid Row.

C. Marketing and Communications

1. MTA changes – late night service and TAP card implementation: Strecker announced that Metro will be holding a press conference on Friday, July 27 in Pasadena to present their new late night hours, where trains will run until 2 a.m. on weekends. Jeff Loeb from the Pantages Theatre will be one of the speakers, representing Hollywood. Also, TAP cards are now being phased in to the train stations; by November, all riders will have to use TAP cards to board trains, and the turnstiles will be locked.

2. Attendance Survey - Hester Goes Hollywood: Strecker presented the results of the staff's informal survey at the recent Hester Goes Hollywood street festival, referring to the summary included in the meeting packet. Over 75% of the attendees were local (outside of Hollywood), with about 17% coming from the 90028 zip code. While 61% drove a car to the event, staff found it encouraging that 20% walked, and 12% took Metro. When asked what one thing could be done to improve Hollywood, the most popular answer (16%) was "clean up the area," followed by "assist the homeless" (15%) and "add more dining and entertainment options" (14%).

3. Sneak peak at HED statistics (STAR) report: HPOA intern Jacqueline Berman, USC candidate for Masters of Urban Planning and Economics, reported her findings. Her methodology included researching the Hollywood Entertainment District, then a radius of 3 miles outside of the district, and 5 miles outside of the district. The data was taken from the American Community Survey,

which is an annual report from the Census. Her research looked at who lives in the HED, with specific details regarding age, gender and ethnicity, as well as education attainment. Household information was taken from 9,249 households. 61% of the residents over the age of 15 have not married. Families were 24% of the households, and the median household income is \$29,801.

4. Visitor's Guide: Strecker reported that the prices have remained basically the same as previous years, but the levels of participation have been restructured. The information for the 2013 guide will be mailed out to marketing partners next week. Earlier, he had looked at the possibility of integrating the guide into a smart phone App, but will wait on this until next year.

VII. Old Business

- A. Carr Lawsuit:** Morrison reported that the discovery is continuing.
- B. Parking meter request to city of Los Angeles:** Morrison said the Chamber's request to increase parking meters from 1 to 2 hours has been submitted to the city. Morrison, Gubler and Marty Shelton came up with rationale and suggestions of what meters should be extended in the core part of downtown Hollywood.
- C. Street Closure – review of policy and recent events:** Strecker reported that a higher number of full street closures has already taken place this year than the total of last year. Mushin stated that the boulevard has been closed three times this year without accurate times being given to the businesses. Morrison suggested that the board might want to consider reviewing its policy on street closures.
- D. Review of parking consumer study – Vine Street structure:** Morrison reported on the findings from the survey regarding the parking structure, which is scheduled to open this fall. She said there was tremendous interest from nearby businesses in the new structure, with 80% of respondents wanting to learn more about it. The greatest need for parking would be weekdays and weekend evenings. The results of the survey were included in the packet.

VIII. Executive Director's Report:

A. Annual All Property Owners Meeting: This year's All Property Owners' Meeting will be taking place on Thursday, August 2, 2012, at the W Hollywood Hotel.

IX. Next Meeting:

The board will not have a regular monthly meeting in August. The board will resume regular monthly meetings in September.

X. Adjournment:

There being no further business the meeting was adjourned by Don Mushin at 5:30 p.m.